

**GOVERNMENT OF INDIA
COMMERCE AND INDUSTRY
LOK SABHA**

UNSTARRED QUESTION NO:937
ANSWERED ON:15.11.2010
COFFEE EXPORTS
Shetkar Shri Suresh Kumar

Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

- (a) whether coffee exports from the country will cross the target in the current fiscal by a wide margin;
- (b) if so, the details thereof; and
- (c) the steps being taken to boost more for the remaining period?

Answer

MINISTER OF THE STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY (SHRI JYOTIRADITYAM. SCIND1A)

(a)&(b): During the current fiscal, permits have already been issued for the export of 1,84,372 MT which is more than 80% of the target for the whole year. Thus, the prospects of our coffee exports this year are bright.

(c): With the aim of improving the coffee exports from the country, Coffee Board has been carrying out the following activities during the current Plan period.

(i) Extend financial incentives to exporters to export high value coffees to far away key markets like USA, Canada, Japan, Australia and New Zealand.

(ii) Extend financial incentives to exporters to export value added coffees as India brands.

(iii) Continuous high level interaction with international coffee community through participation in the deliberations of the International Coffee Organization: providing sustained visibility to Indian Coffee in international market by giving the exporters opportunity to participate in international coffee conference/events and Expos; organizing Flavour of India cupping competition to create market for high value coffees to enhance visibility as well as bring in roasters from high value coffee consuming countries like USA, Japan etc.; organizing Buyer Seller Meets in Key markets, media campaigns in Coffee Consuming countries.

(iv) Encourage the exporters with annual export awards.

In addition to the above, in the Foreign Trade Policy 2009-14, the measures like extension of UEPB benefits (4%), duty draw back benefits (1%) and VKGUY benefit (5%) also help in improving the competitiveness of our exporters.